

# III ENCONTRO DE CONSTRUTORES E INCORPORADORES DO SECOVI-SP

REPENSANDO RELACIONAMENTOS  
PARA OS NOVOS TEMPOS

## Morar em tempos conectados

Marcelo Dadian

REALIZAÇÃO:



PATROCÍNIO:





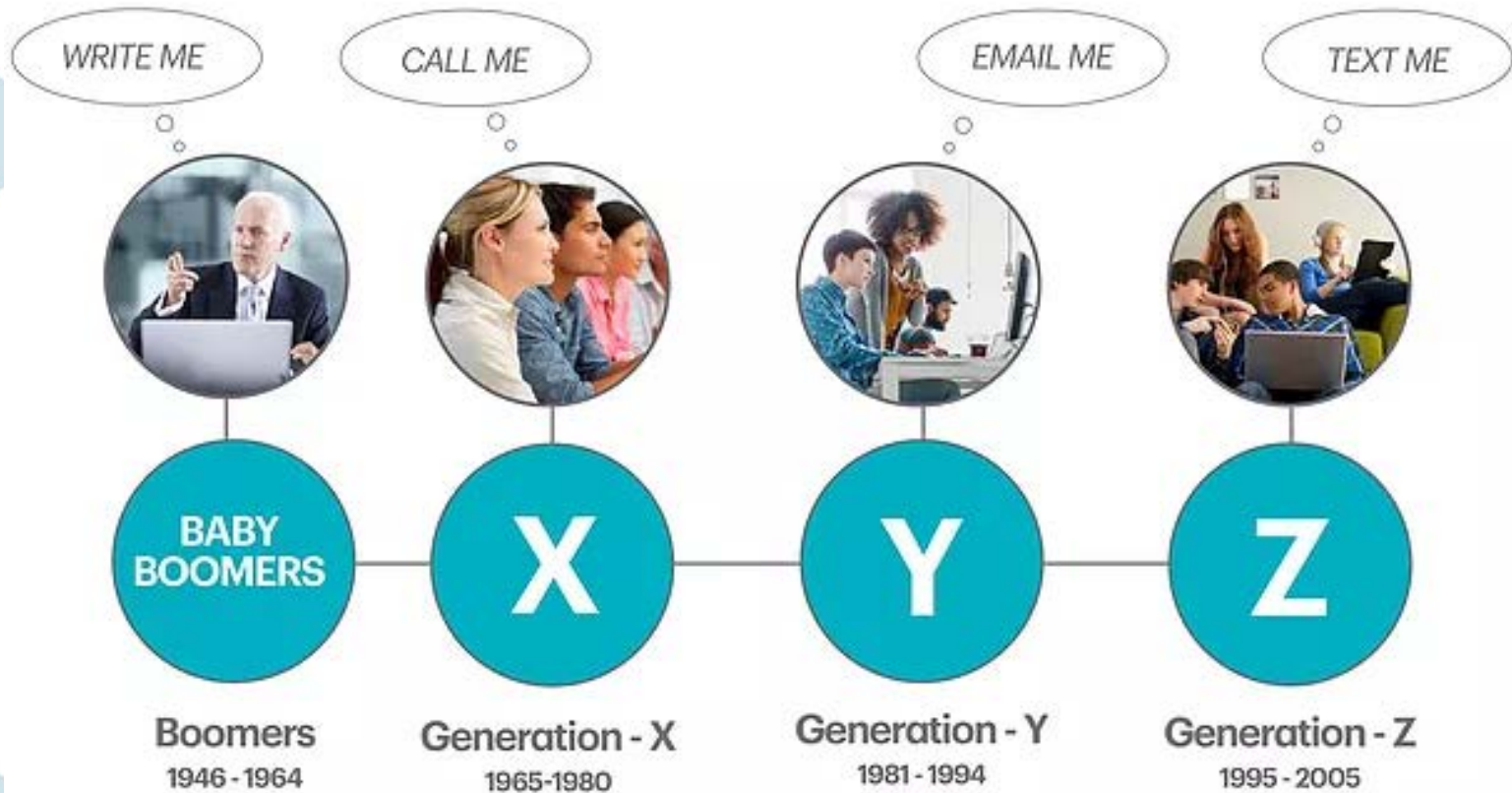


# Zigmunt Bauman





## FIVE GENERATIONS WORKING SIDE BY SIDE IN 2020



# Potencial do Marketing Digital

JAN 2017

## BRAZIL

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL POPULATION



**210.4**  
MILLION

URBANISATION:  
**86%**

INTERNET USERS



**139.1**  
MILLION

PENETRATION:  
**66%**

ACTIVE SOCIAL MEDIA USERS



**122.0**  
MILLION

PENETRATION:  
**58%**

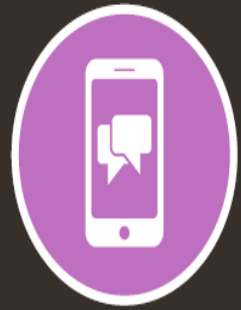
MOBILE SUBSCRIPTIONS



**239.5**  
MILLION

vs. POPULATION:  
**114%**

ACTIVE MOBILE SOCIAL USERS



**110.0**  
MILLION

PENETRATION:  
**52%**

we are social



we are social





# Potencial do Marketing Digital

JAN  
2017

## ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS (vs. JANUARY 2016)



INTERNET  
USERS



**+16%**

SINCE JAN 2016

**+19 MILLION**

ACTIVE SOCIAL  
MEDIA USERS



**+18%**

SINCE JAN 2016

**+19 MILLION**

MOBILE  
SUBSCRIPTIONS



**-10%**

SINCE JAN 2016

**-28 MILLION**

ACTIVE MOBILE  
SOCIAL USERS



**+25%**

SINCE JAN 2016

**+22 MILLION**

we  
are  
social



## 1865: Locomotive Act (Red Flag Act)





# Tech's 5 biggest players now worth \$3 trillion



| Country/Economy | 2017       |
|-----------------|------------|
| United States   | 19,417.144 |
| China           | 11,795.297 |
| Japan           | 4,841.221  |
| Germany         | 3,423.287  |
| United Kingdom  | 2,496.757  |
| India           | 2,454.458  |
| France          | 2,420.440  |
| Brazil          | 2,140.940  |

**“A revolução não acontece quando a sociedade adota novas ferramentas e sim quando adota novos comportamentos”**

Clay Shirky



waze

OUTSMARTING TRAFFIC, TOGETHER

“Alexa,  
turn on my lights.”

Alexa Connected Home Integration.

 **LIFX** +  **amazon** echo





Turn up  
your music



Check the  
weather



Place an order



Hear the news



Using Alexa is as simple as asking a question. Just ask to play music, read the news, control your smart home, tell a joke, and more—Alexa will respond instantly. Whether you are at home or on the go, Alexa is designed to make your life easier by letting you voice-control your world. [Explore more things to try with Alexa.](#)

Alexa lives in the cloud so it's always getting smarter, and updates are delivered automatically. The more you talk to Alexa, the more it adapts to your speech patterns, vocabulary, and personal preferences. Alexa comes included with Echo and other Alexa devices.

*"Alexa, play music."*

*"Alexa, find me a Chinese restaurant."*

*"Alexa, what's on my calendar today?"*

*"Alexa, re-order paper towels."*

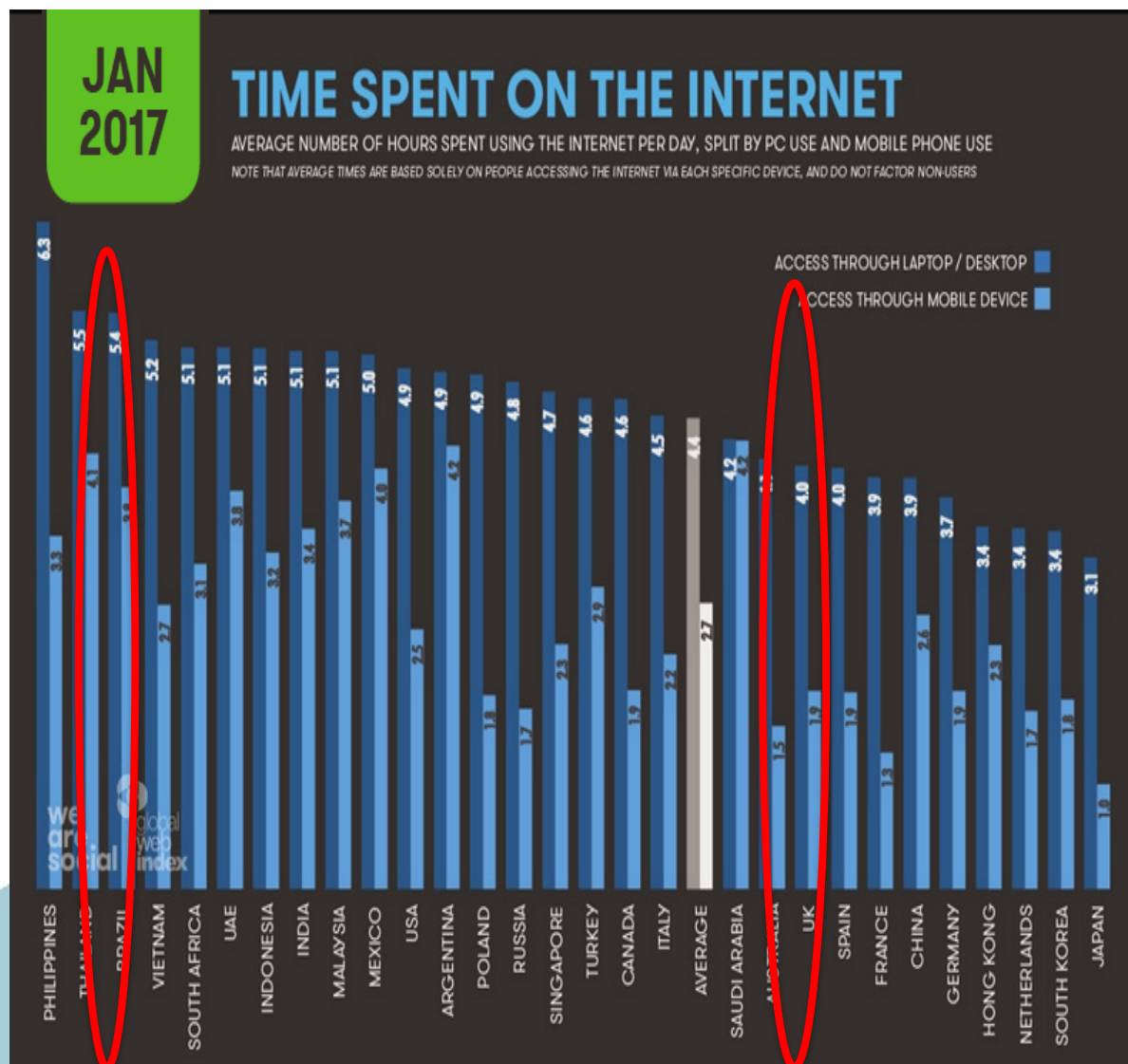
*"Alexa, set timer for 20 minutes."*

*"Alexa, what's my commute?"*





# Potencial do Marketing Digital

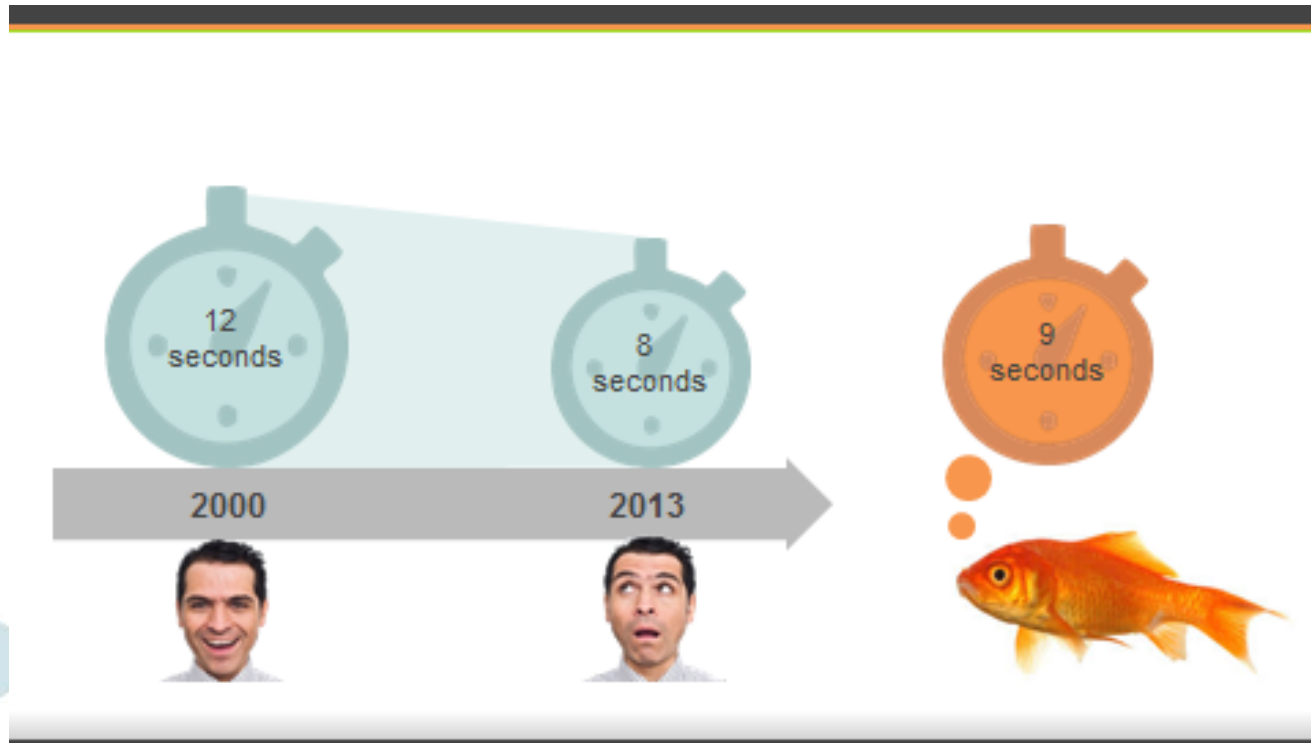


|        | Desktop | Mobile |
|--------|---------|--------|
| Brasil | 5,4     | 3,8    |
| Média  | 4,4     | 2,7    |
| Dif(%) | 23%     | 41%    |

O Brasileiro passa 23% mais tempo do que a média mundial na internet, e 41% mais tempo quando considerarmos apenas dispositivos mobile.



# Tempo de atenção









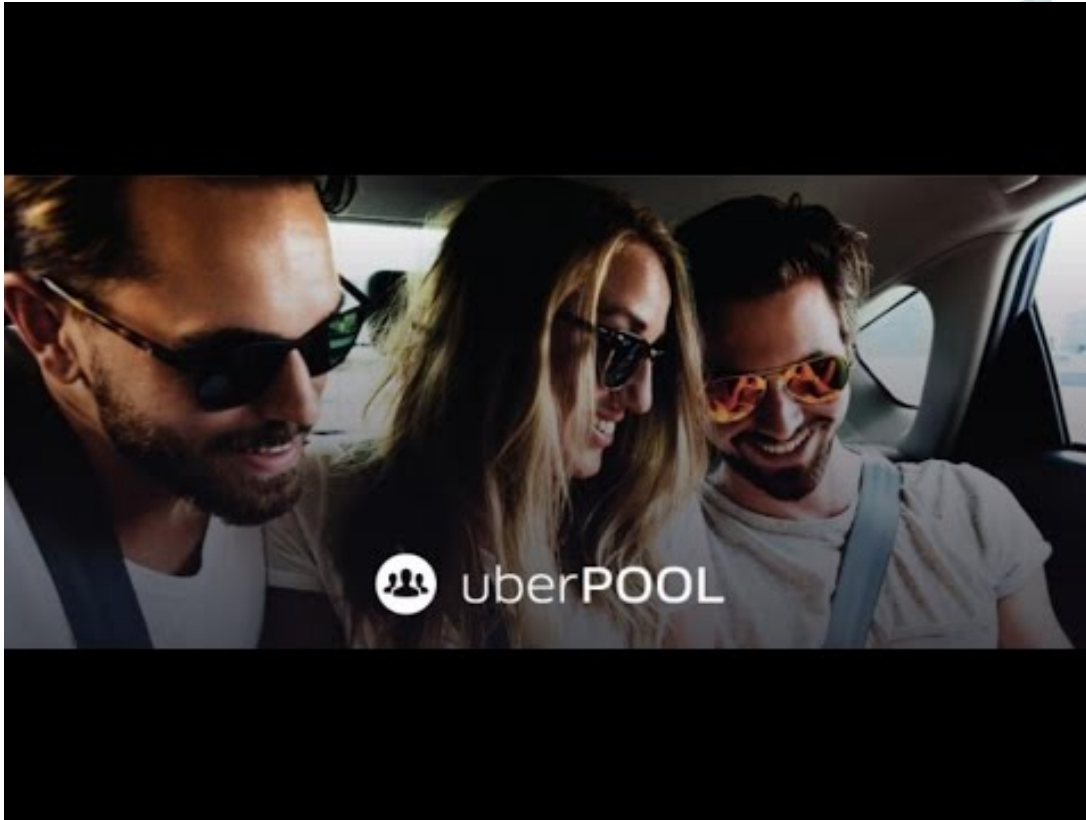
- NEYMAR
- 85.000.000



- WHINDERSSON NUNES
- 25.064.000

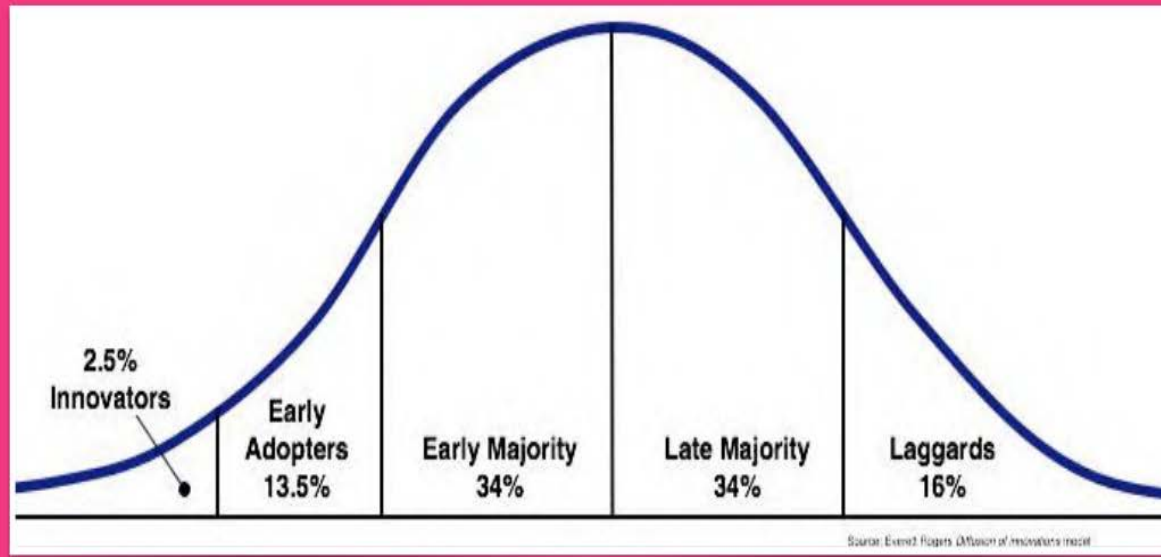






**LEAD**  
THE  
CHANGE

# DIFFUSION CURVE





**APRENDENDO COM  
OS**

**DINOSAUROS**





The background features several overlapping geometric shapes in shades of teal and light blue, including triangles and trapezoids, scattered across the white space. A solid teal horizontal bar is located at the bottom of the image.

Quem inventou a  
câmera digital ?





QUE INDUSTRIA

Eles acreditavam que  
estavam ?



TELEFUNKEN

1257351  
TTL-20

MPT-11

CAPRICCIO ALIEN, Op. 45  
Peter I. Tchaikovsky (1840-1893)

WALZENDIES  
RADIO SYMBIOTIC ORGANIZATION

MEDIUM 33M PLAY  
Alle Hersteller- und Urheberrechte vorbehalten

# BUDDY HOLLY ALL TIME GREATEST HITS

MCAD30101A - DISC ONE

MCA

COMPACT  
disc  
DIGITAL AUDIO

© 1992 MCA RECORDS INC.

1. PEGGY SUE (Holly) 2. THAT'LL BE THE DAY (B.Holly / J.Allison) 3. RAVE ON (West / Tilghman / Petty) 4. OH BOY (West / Tilghman / Petty) 5. BROWN EYED HANDSOME MAN (Berry) 6. IT DOESN'T MATTER ANY MORE (Anka) 7. EVERYDAY (Hardin / Petty) 8. WELL ALL RIGHT (Petty / Holly / Allison / Mauldin) 9. HEARTBEAT (Montgomery / Petty) 10. THINK IT OVER (Holly / Petty / Allison) 11. NOT FADE AWAY (C.Hardin / N.Petty) 12. WHAT TO DO (Holly) 13. TRUE LOVE WAYS (Petty / Holly) 14. RAINING IN MY HEART (F. & B.Bryant) 15. REMINISCING (Curtis)

DISTRIBUTED BY BMG ARISTA / ARIOLA LIMITED, A BERTELSMANN MUSIC GROUP COMPANY

MADE BY DISKTRONICS B  
\*\* MCAD30101A \*\*

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Spotify®





















O que importa é uso e não a posse










“I don't need a **drill**,  
I need  
a **hole** in the wall”



**NETFLIX**

|   |  |   |  |   |  |  |   |  |
|---|--|---|--|---|--|--|---|--|
| <br>Game of Thrones<br>2011 5 Seasons | <br>Breaking Bad<br>2008 5 Seasons | <br>The Big Bang Theory<br>2007 8 Seasons | <br>The Walking Dead<br>2010 6 Seasons | <br>Dexter<br>2006 8 Seasons | <br>How I Met Your Mo...<br>2005 9 Seasons | <br>Sherlock<br>2010 3 Seasons | <br>Arrow<br>2012 3 Seasons | <br>Homeland<br>2011 4 Seasons |
|---|--|---|--|---|--|--|---|--|

|   |   |  |  |   |  |   |  |   |
|---|---|--|--|---|--|---|--|---|
| <br>Fringe<br>2008 5 Seasons | <br>Lost<br>2005 5 Seasons | <br>House<br>2004 7 Seasons | <br>Suits<br>2011 4 Seasons | <br>Modern Family<br>2009 6 Seasons | <br>Supernatural<br>2005 10 Seasons | <br>House of Cards<br>2013 3 Seasons | <br>Doctor Who<br>2005 10 Seasons | <br>True Blood<br>2008 7 Seasons |
|---|---|--|--|---|--|---|--|---|

|   |  |   |  |   |  |  |  |  |
|---|--|---|--|---|--|--|--|--|
| <br>Community |  | <br>AMERICAN HORROR STORY | <br>PERSON OF INTEREST | <br>ONCE |  | <br>New Girl | <br>FAMILY GUY | <br>TRUE DETECTIVE |
|---|--|---|--|---|--|--|--|--|





# Utilização da capacidade instalada



**airbnb**

SPOT.

RENTERS

OWNERS

CITIES

BLOG

ABOUT

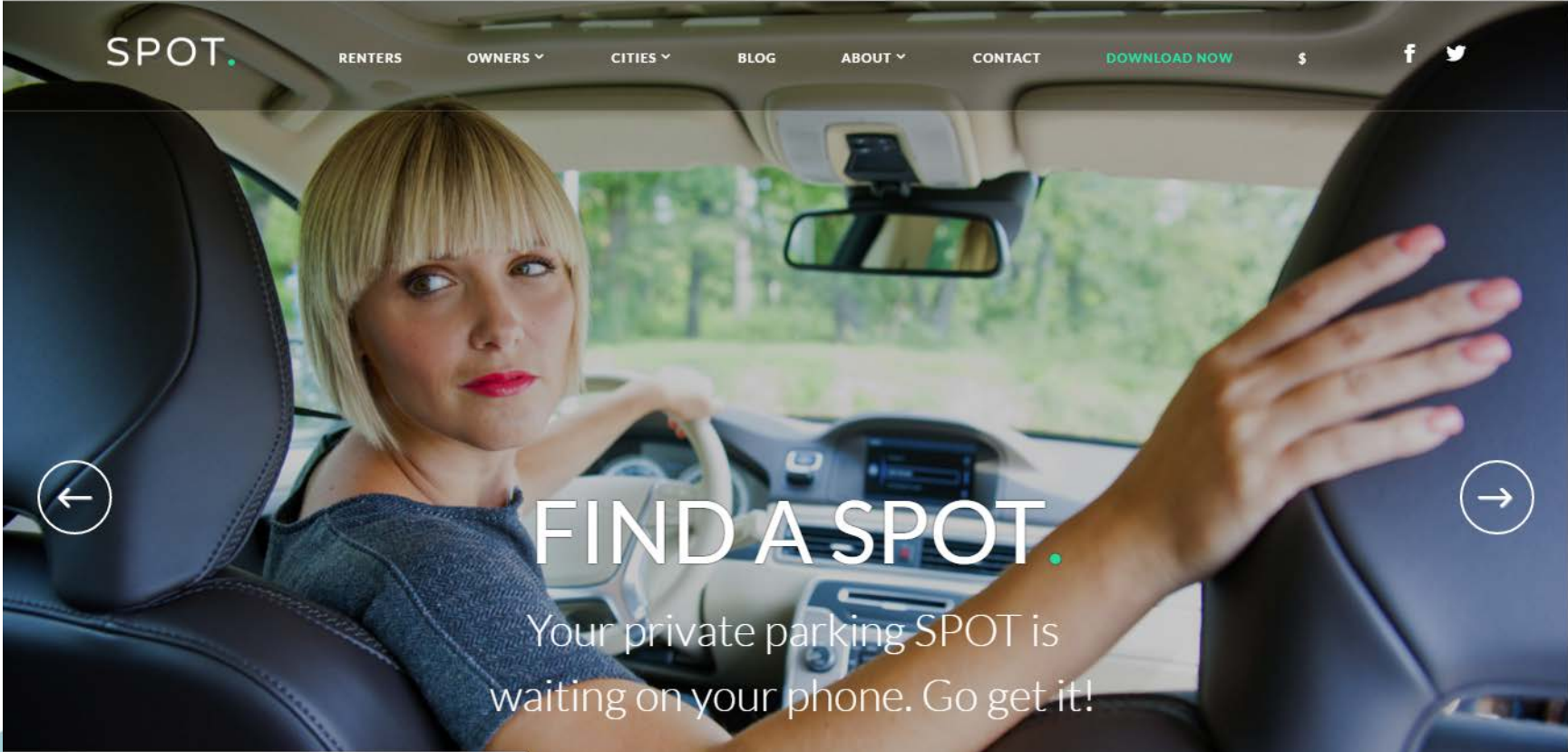
CONTACT

DOWNLOAD NOW

\$

f

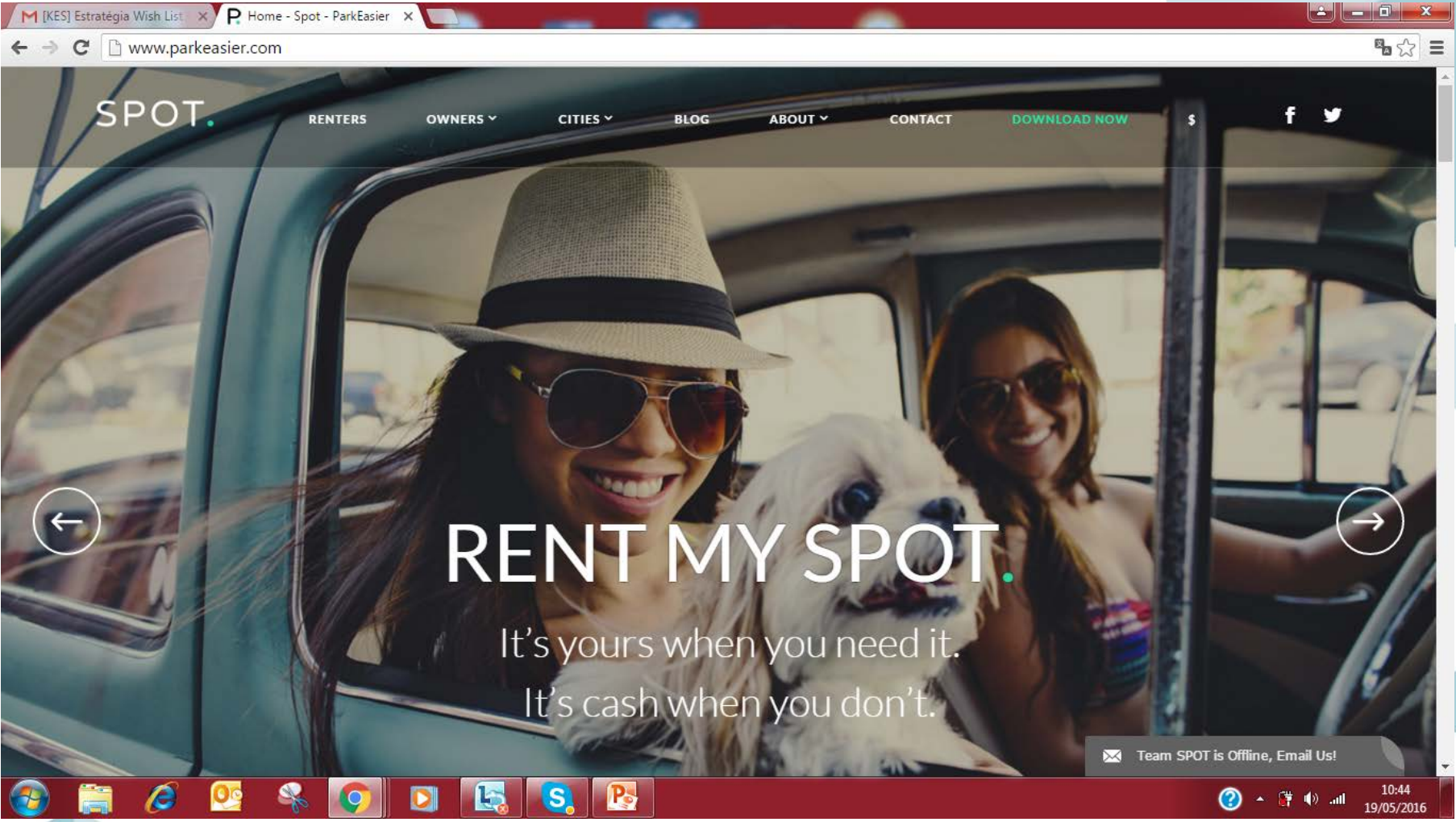
t



# FIND A SPOT.

Your private parking SPOT is waiting on your phone. Go get it!

Aguardando 162.242.161.74...



SPOT.

RENTERS

OWNERS

CITIES

BLOG

ABOUT

CONTACT

DOWNLOAD NOW



# RENT MY SPOT.

It's yours when you need it.  
It's cash when you don't.

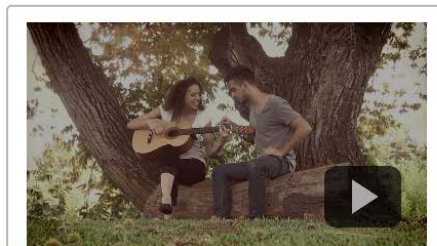
Team SPOT is Offline, Email Us!

10:44  
19/05/2016

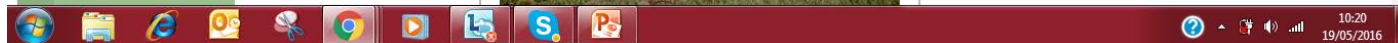


## O Bliive é a rede colaborativa de troca de tempo

veja como esta inovação já está acontecendo



Deixar uma mensagem







**Uber**

# UBER

# Mercado Imobiliário

|                             |   |                        |
|-----------------------------|---|------------------------|
| Uso                         | X | Posse                  |
| Relação de trabalho         | X | Terceirização          |
| No boundaries               | X | Burocracia             |
| Review do motorista/cliente | X | Corretor/cliente       |
| Desintermediação            | X | Intermediação          |
| Self Service                | X | Full Service           |
| Uber Pool                   | X | Espaços Compartilhados |



COMO UMA MARCA  
PODE ADICIONAR  
VALOR NESTE  
CONTEXTO?

— How can we become indispensable for our users!

# INPUT



# OUTPUT





QUE TIPO DE GRANDES  
PROBLEMAS  
VC PODE AJUDAR A RESOLVER?





**Resolvedores de problemas  
não veem soluções , veem  
necessidades**



**Topper**  
PATROCINADORA OFICIAL

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[Como Funciona](#)

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[Loja](#)

[Ranking](#)

[Dúvidas](#)

[Contatos](#)

# SAI QUE É SUA GOLEIRO DE ALUGUEL

**BAIXE AGORA MESMO!**

Disponível para iOS e Android:

 **App Store**

 **Google play**

# O jeito fácil de alugar e morar

Alugue rápido, sem fiador e com segurança!

Busque por bairro, rua ou código do imóvel



Apartamentos em São Paulo, ABC e Campinas



O melhor de 2016 | App Store

## Baixe o aplicativo QuintoAndar!

Receba o link para download no seu celular:

Insira seu número

Enviar link!

# Como funciona o QuintoAndar?

Usamos tecnologia e design para simplificar a locação de imóveis residenciais. Somos o jeito mais simples e seguro de alugar um imóvel.



## Escolha e agende

Fotos de qualidade, busca pelo mapa e filtros exclusivos. Fácil de usar para não precisar falar com ninguém. Você mesmo agenda pelo site as suas visitas com os melhores corretores.



## Visite com os melhores

Corretores selecionados para garantir um atendimento bacana, fácil e eficaz. Visite os imóveis selecionados com quem sabe tudo sobre o lugar onde você quer morar.



## Alugue sem fiador

O seguro-fiança é por nossa conta. Você não precisa se preocupar em pedir ajuda pra ninguém, não precisa correr atrás de uma seguradora nem precisa depositar três meses de aluguel de uma vez. É mais fácil, e



# Fundador da Uber lança-se no mercado imobiliário com lançamento de nova plataforma

By Mercado Imobiliário - 2 de agosto de 2016



**Garrett Camp**, co-fundador da famosa Uber e a **terceira pessoa mais rica do Canadá**, decidiu agora entrar no **mercado imobiliário**. O jovem empresário está envolvido no lançamento da **Haus**, **plataforma online** dedicada à compra e venda de propriedades residenciais lançada no mercado norte-americano na semana passada.

O objetivo da Haus, tal como se pode ler no [blog](#) da empresa, é digitalizar e organizar a oferta disponível no mercado imobiliário para que todo o processo possa ser mais transparente tanto para os compradores e vendedores

**TENHA SEU SITE GRÁTIS EM MENOS DE UM MINUTO!**

**CRIAR MEU SITE**

Tecimob

## Últimas Postagens

Falso corretor de imóveis é preso por fraude superior a R\$ 150 mil

Investidora revela como faz para lucrar no mercado imobiliário

Imobiliárias que não investem em treinamentos não sobrevivem !!!

Como fica o financiamento imobiliário em caso de divórcio?



Casper

THE GIFT OF SLEEP: Enjoy \$100 off when you spend \$1000 on mattresses and more. Use code UNWRAP through 12/26. [Learn More >](#)

# Technology you can feel

Tirelessly engineered sleep products for your best rest



Got questions? Our snooze specialists are ready to chat.







**Design Centrado no Usuário**, a jornada do usuário dos colchões. Descobriram, entre outros insights, que cada pessoa não tem um jeito de dormir, mas vários durante o sono.

O segundo acerto foi oferecer um produto único, barato e com garantia de **100 dias para devolução** totalmente gratuita.

A Casper ainda optou por não apenas devolver o valor integral da compra, mas também **doar o colchão devolvido** para uma instituição de caridade da própria cidade em que reside o cliente.

A terceira bola dentro foi o processo de embalagem e envio do produto. O colchão é enrolado e embalado a vácuo, tornando o produto, normalmente grande, em algo que **cabe em uma caixa razoavelmente pequena** facilmente manuseada por apenas uma pessoa. Com disso, o custo de frete caiu em 90%, tornando a solução competitiva em qualquer região dos Estados Unidos.



- Por fim, a startup tem acertado continuamente em iniciativas que viralizam exponencialmente na internet. A base é o programa de referência. **Quem indicar alguém que efetue a compra leva 50 dólares.**
- .O fato de que o colchão “infla automaticamente” no momento de abertura da embalagem **gerou milhares de vídeos de “Unboxing Casper”,**
- Além disso, a Casper lançou a série de **podcasts In Your Dreams**
- e até o Insomnobot-3000, um **chatbot** que conversa com você nos dias de insônia

- Diante de todos estes fatos, a startup que está reinventando um setor , já levantou US\$ 240 milhões de 31 investidores e declinou uma oferta de compra de US\$ 1 bilhão da rede varejista Target



**CARMEL PLACE**

Kips Bay, Manhattan, NY







05/30/2015



06/06/2015



06/14/2015



06/25/2015







KASITA





KASITA

**E a relação com o consumidor ?**







USUÁRIOS  
DE SMARTPHONE NO  
BRASIL

104

MILHÕES

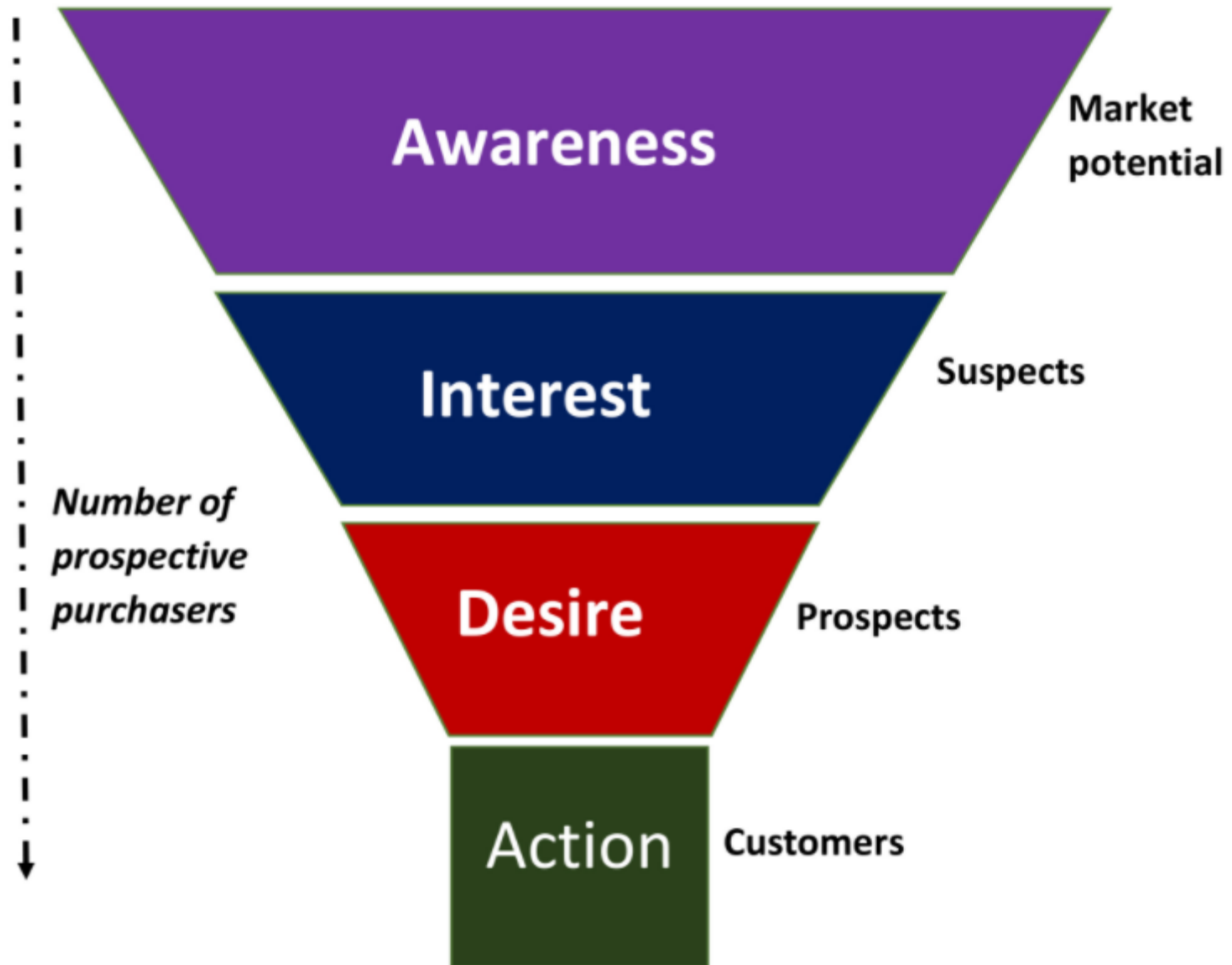


A black and white woodcut-style illustration depicting three crowned women in a medieval setting. The woman in the center is seated on a throne, wearing a crown and holding a book. She is flanked by two other women, also wearing crowns and ornate dresses. A large banner across the middle of the scene reads "CONSUMER IS THE NEW KING". The background features a castle with towers and a stone archway. The style is detailed and characteristic of 19th-century book illustrations.

**CONSUMER IS THE NEW  
KING**



# The Purchase Funnel

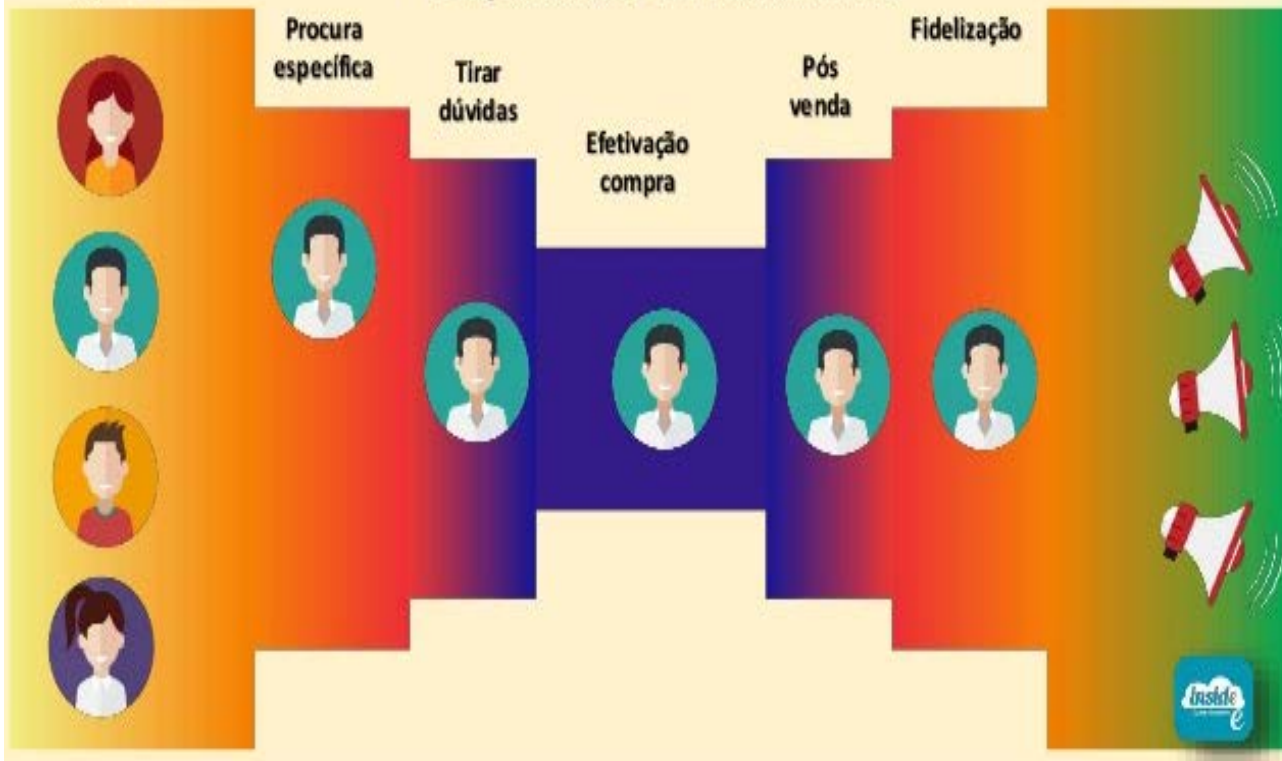


# AMPULHETA da JORNADA

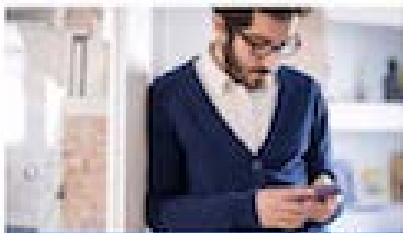
Procura genérica

Comportamento dos consumidores

Advogado da marca



## ZMOT MICRO MOMENTS



**I-want-to-know  
moments**



**I-want-to-go  
moments**



**I-want-to-do  
moments**



**I-want-to-buy  
moments**

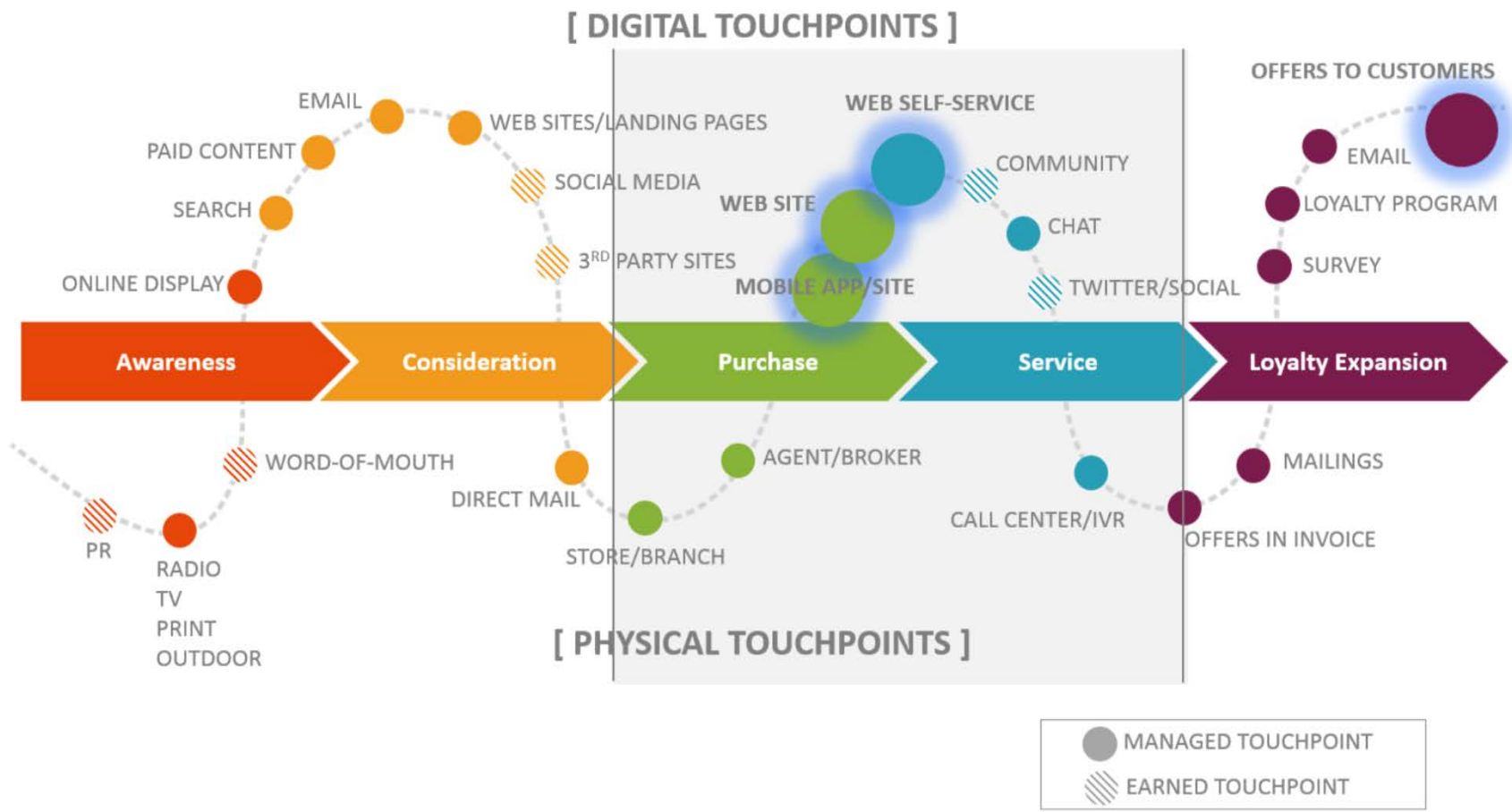
**[Micro-Moments.mp4](#)**

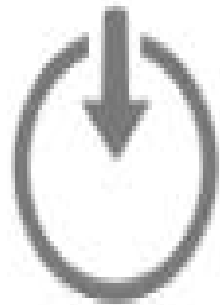


## 5 A's according with Philip Kotler's:

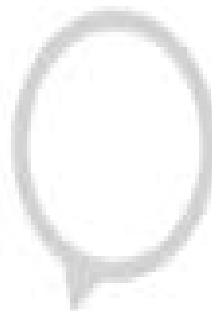
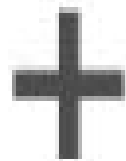


Source: Marketing 4.0 Kotler, Kartajaya, Setiawan pag. 62 Ed. Wiley + ZMOT Google

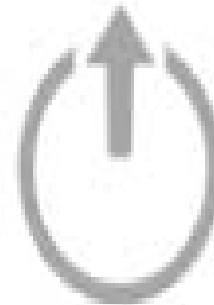
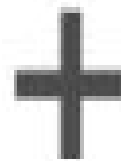




INFLUÊNCIA  
PRÓPRIA



INFLUÊNCIA  
DE OUTROS



INFLUÊNCIA  
EXTERIOR

**A opinião que realmente importa.**

discussed. Research by Nielsen in 2015 reveals that 83 percent of respondents in 60 countries rely on friends and family as the most trusted source of “advertising,” and 66 percent pay attention to the opinions of others posted online.





RA1000



Ótimo



Bom



Ruim



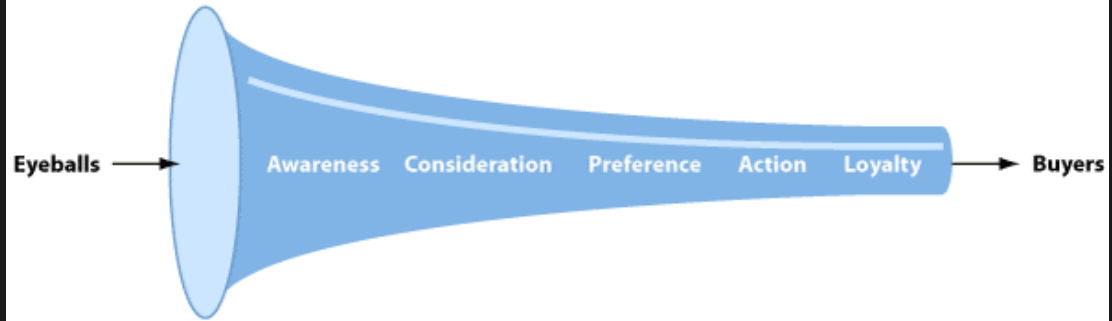
Regular



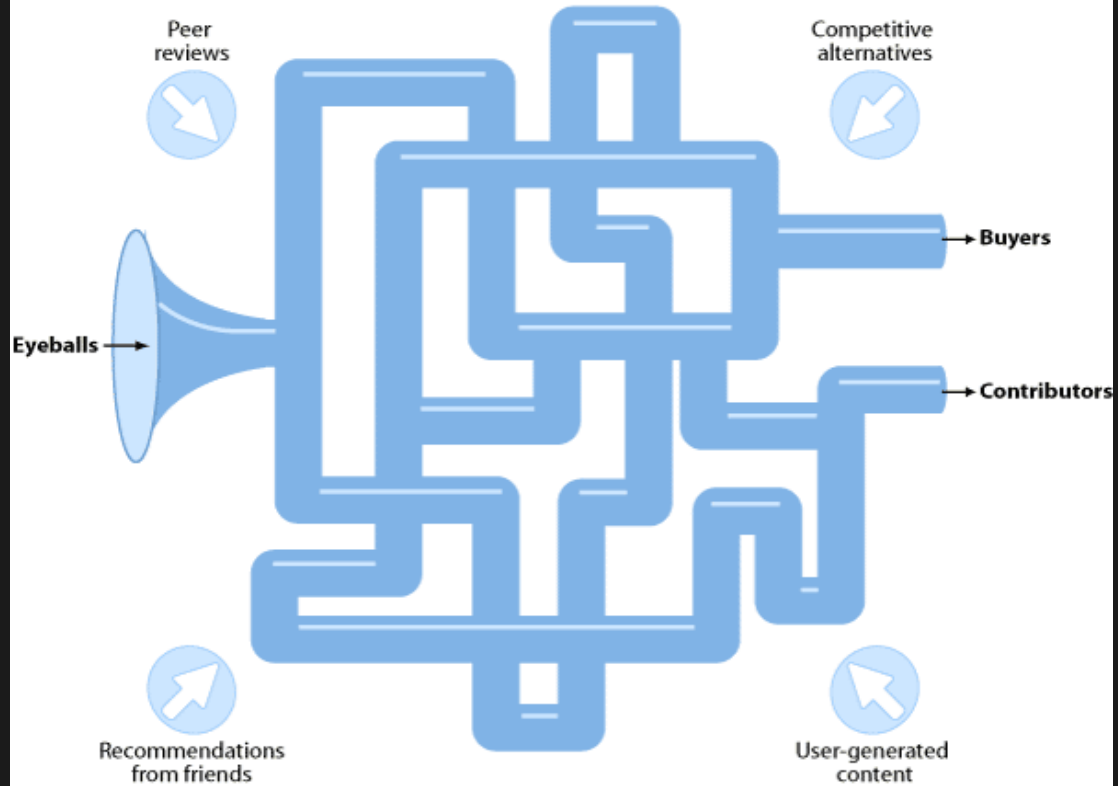
Não Recomendado

**Reclame AQUI**

1-1 The traditional marketing funnel



1-2 Complexity lies at the center of the marketing funnel



# The New, Non-Linear Purchase Journey





# OMNI CHANNEL

- Silos
- Mapa da jornada
- Dinâmica
- Influenciável
- Contínua



Insights para inovar

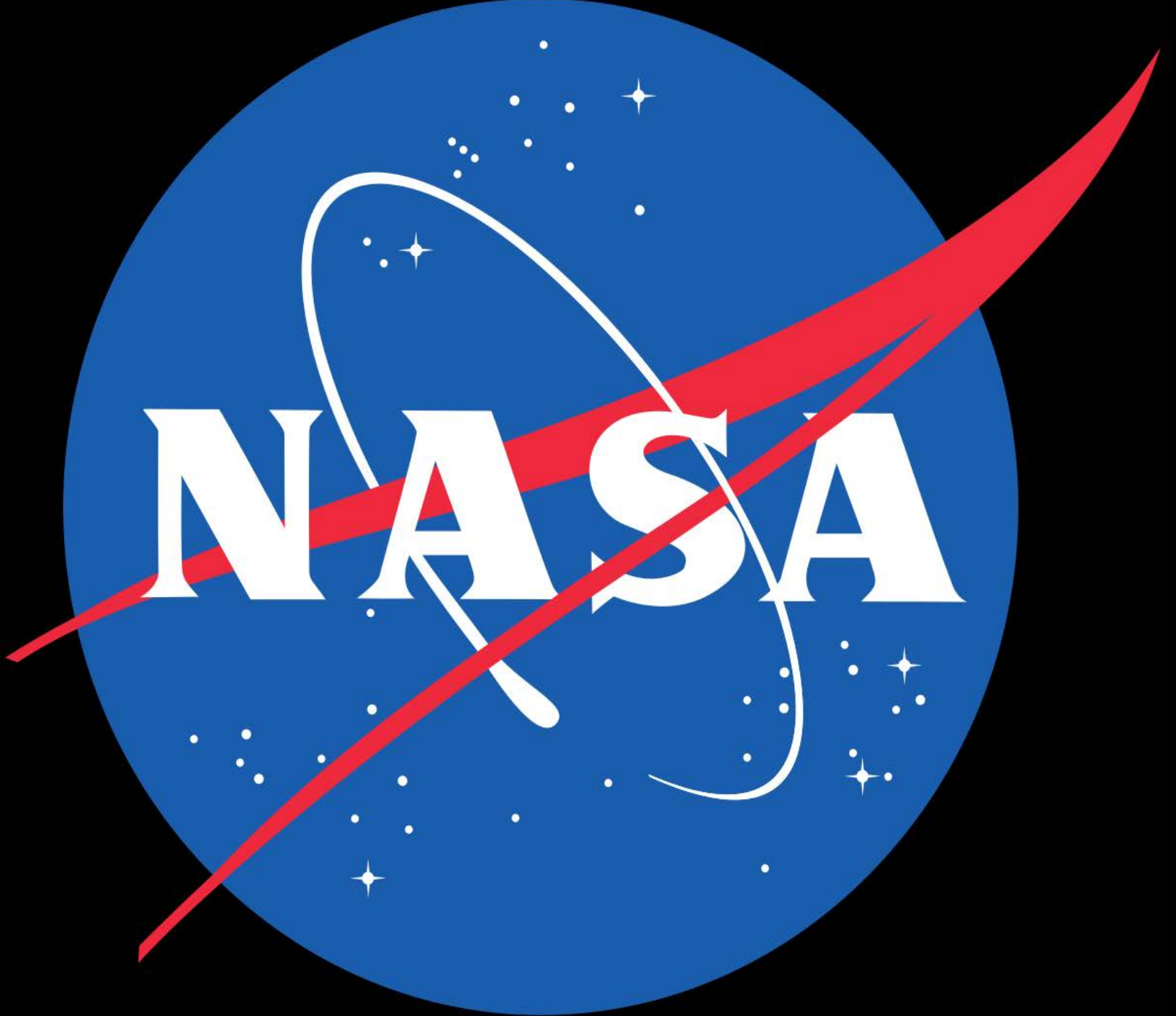
# Competitions



Most of the bright people don't  
work for you - no matter who you  
are.

— *Bill Joy* —

AZ QUOTES





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## Success Story: Data-Driven Forecasting of Solar Events Challenge



**Platform:** Open Innovation Pavilion, InnoCentive

**Total Award Available:** \$30,000

**The Challenge:** Future exploration of the solar system will pose a significant radiation exposure risk to both humans and hardware. Energetic particles emitted by the sun during Solar Particle Events (SPEs) increase exposure above background levels and could be mission limiting. There is no method available to predict the onset, intensity or duration of an SPE. Of particular interest for mission operations is the ability to predict, or forecast periods from 4 to 24 hours of low probability of having an SPE, i.e an 'All-Clear' forecast. Multiple observational platforms currently exist to monitor solar activity. Any method to forecast utilizing real-time and/or historical observations is of interest.

**Winner Spotlight:** Over 500 problems solvers from 53 countries answered the call to this challenge. The full award of \$30,000 went to Bruce Cragin, a retired radio frequency engineer from Lempster, N.H., for his proposed solution for forecasting solar activity. Cragin's solution allows for a 24-hour forecast window of event onset with 75 percent accuracy.

**How the Challenge advances NASA's mission:** The major benefit from this challenge was that it allowed a large amount of people who had never worked with a government request for proposals to submit creative and innovative solutions. In a survey of the nearly 3,000 solvers that competed in seven NASA prizes, 81% reported that they had never before responded to a government request for proposals, let alone worked with NASA. This is great evidence of the expanded talent pool that prizes can attract.

# Crowd Fundings

# Honey on Tap Directly from your Beehive

Sale ended, but you haven't missed out. [Flow™ Hive Classic in Stock and Ready to Ship.](#)



Products for Good Collection

## PERKS



**\$698** USD + Shipping

Flow Hive Classic Cedar



INDEMAND

## Flow Hive: Honey on Tap Directly From Your Beehive

Harvesting honey with Flow™ is easier on the beekeeper and so much easier on the bees.



Cedar and Stuart Anderson  
Byron Bay, Australia  
[About](#)

**\$13,288,350** USD total funds raised  
17380% funded on April 20, 2015



A glowing blue network of interconnected nodes and lines, resembling a globe or a complex data structure, set against a black background. The nodes are small white dots, and the lines are thin blue lines connecting them. The overall effect is a sense of a global, interconnected network.

**BLOCKCHAIN**



# Blockchain vs Cartórios: como a tecnologia vai fortalecer o setor imobiliário



# Grandes Tendências





**TOUCH ME**

**Levi's**<sup>®</sup>  
COMMUTER

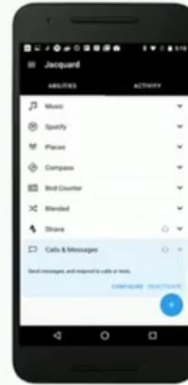
**JACQUARD**  
by Google



Jacquard woven gesture sensor



Jacquard Tag



Jacquard app



Jacquard services



# Libelium Smart World

## Air Pollution

Control of CO<sub>2</sub> emissions of factories, pollution emitted by cars and toxic gases generated in farms.

## Forest Fire Detection

Monitoring of combustion gases and preemptive fire conditions to define alert zones.

## Wine Quality Enhancing

Monitoring soil moisture and trunk diameter in vineyards to control the amount of sugar in grapes and grapevine health.

## Offspring Care

Control of growing conditions of the offspring in animal farms to ensure its survival and health.

## Sportsmen Care

Vital signs monitoring in high performance centers and fields.

## Structural Health

Monitoring of vibrations and material conditions in buildings, bridges and historical monuments.

## Quality of Shipment Conditions

Monitoring of vibrations, strokes, container openings or cold chain maintenance for insurance purposes.

## Smartphones Detection

Detect iPhone and Android devices and in general any device which works with Wifi or Bluetooth interfaces.

## Perimeter Access Control

Access control to restricted areas and detection of people in non-authorized areas.

## Radiation Levels

Distributed measurement of radiation levels in nuclear power stations surroundings to generate leakage alerts.

## Electromagnetic Levels

Measurement of the energy radiated by cell stations and WiFi routers.

## Traffic Congestion

Monitoring of vehicles and pedestrian affluence to optimize driving and walking routes.

## Smart Roads

Warning messages and diversions according to climate conditions and unexpected events like accidents or traffic jams.

## Smart Lighting

Intelligent and weather adaptive lighting in street lights.

## Intelligent Shopping

Getting advices in the point of sale according to customer habits, preferences, presence of allergic components for them or expiring dates.

## Noise Urban Maps

Sound monitoring in bar areas and centric zones in real time.

## Water Leakages

Detection of liquid presence outside tanks and pressure variations along pipes.

## Vehicle Auto-diagnosis

Information collection from CanBus to send real time alarms to emergencies or provide advice to drivers.

## Item Location

Search of individual items in big surfaces like warehouses or harbours.

## Waste Management

Detection of rubbish levels in containers to optimize the trash collection routes.

## Smart Parking

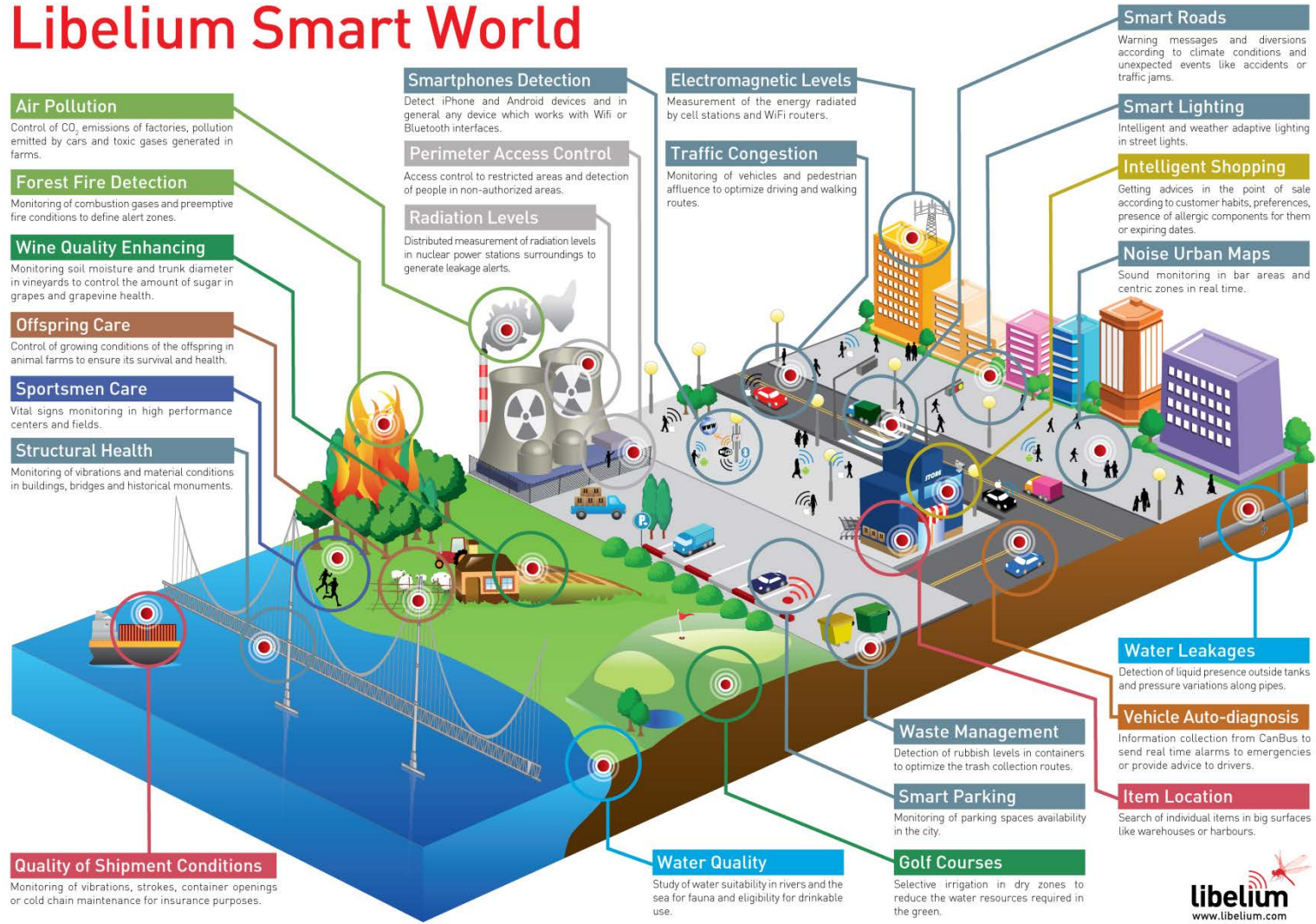
Monitoring of parking spaces availability in the city.

## Golf Courses

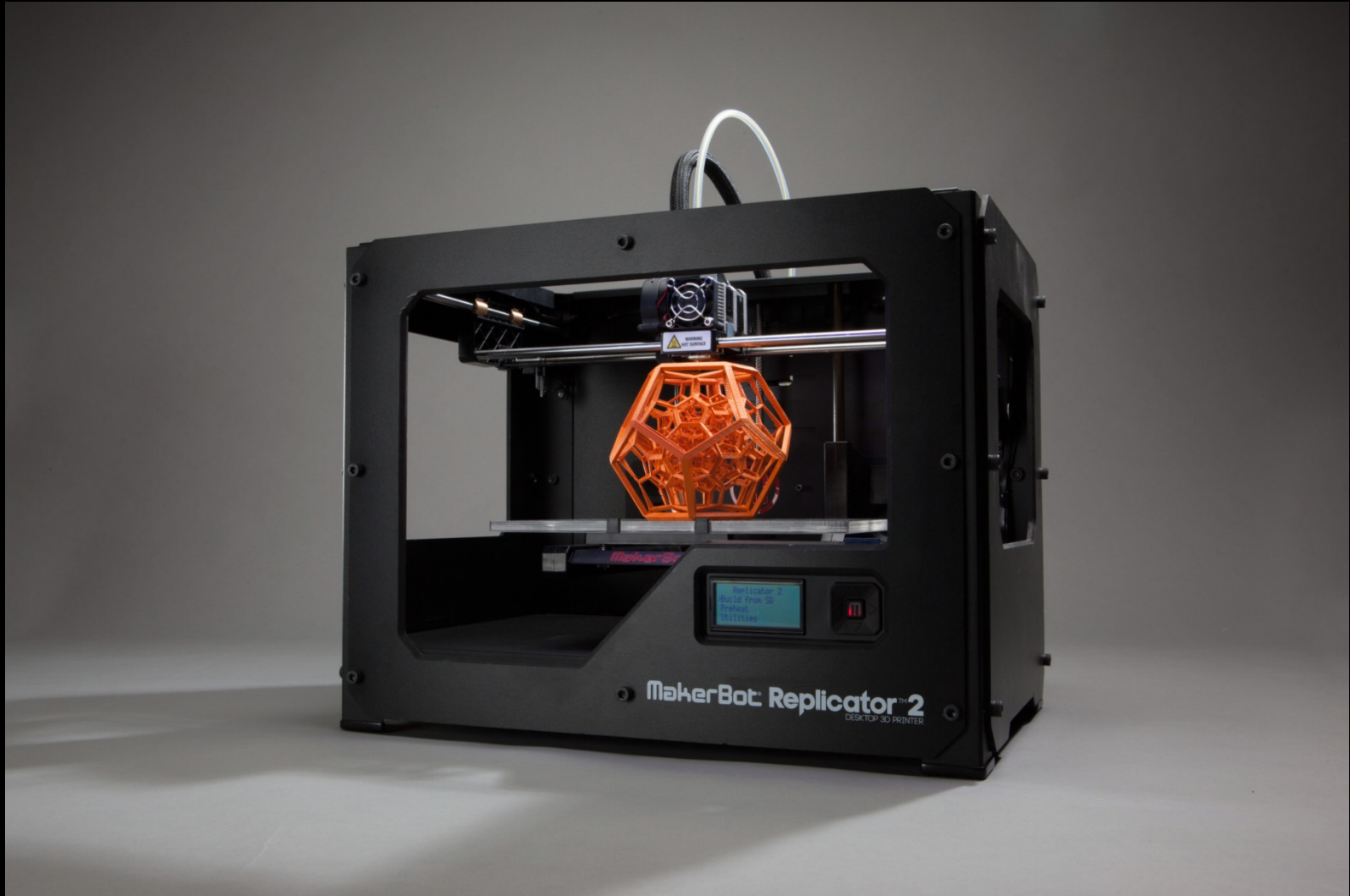
Selective irrigation in dry zones to reduce the water resources required in the green.

## Water Quality

Study of water suitability in rivers and the sea for fauna and eligibility for drinkable use.



# Impressora 3d





# BIOLOGISTS JUST MADE INFERTILE MICE FERTILE AGAIN BY GIVING THEM 3D PRINTED OVARIES

By Chloe Olewitz — April 12, 2016

2 505



Scientists at Northwestern University have successfully implanted functional, 3D printed ovaries into lab mice that had their own ovaries removed. Once the female mice received the 3D printed ovaries, they



31/05/2016 17h32 - Atualizado em 31/05/2016 17h36

# Dubai inaugura o primeiro prédio funcional feito por uma impressora 3D do mundo

Redação/RedeTV1

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A Dubai Future Foundation inaugurou nesta terça-feira (31) o primeiro prédio funcional feito por uma impressora 3D no mundo. As estruturas em concreto foram impressas em Shanghai em uma impressora de 36 metros de comprimento e enviadas para os Emirados Árabes.

O prédio foi projetado pela firma de arquitetura Gensler e seus escritórios, somados, tem pouco mais de 241 metros quadrados. Acredita-se que o método tenha economizado em até 80% os gastos com mão de obra e até 60% em lixos e entulhos.

Diversas empresas estão tentando diferentes prédios e construções utilizando impressoras 3D. Cingapura está preparando arranha-céus e a companhia chinesa WinSun realizou um display real de um prédio, mas a construção da Dubai Future Foundation é a primeira desse tipo a ser totalmente funcional.

#Dubai unveils world's first 3D-printed office building <https://t.co/r14BoJ697V>

— Dubai Media Office (@DXBMediaOffice) May 26, 2016

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# Chatbot

Matching Buyers With Holmes

I'm looking for a home in San Francisco

What is your budget?

\$500K

Do you want a home with more than 1 bed?

Yes

Would you rather have a big yard or a big kitchen?

Big Yard

Got it! I've got a couple listings in mind for you...

See Details Similar Homes

See Details Similar Homes

See Details Similar Homes

Addressing Sellers With Holmes

I want to sell my home

I can help! What's your current address?

123 Main St. Phoenix

With 3 beds and 2 baths, correct?

Yes

If it was priced at \$255K it could be on the market for 45 days

What should it sell for?

Check out these similar homes that've sold recently

See Details Similar Homes

See Details Similar Homes

See Details Similar Homes

Holmes Understands What Moves You

I'm looking for an area good for cycling

I've found that cyclists tend to look here

Creekview

See Details

See Homes Here

Similar Areas

See homes here

415 Grey St.

4127 Stay Ave

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See Details Similar Homes

I'd like to see 415 Grey St. today at 2pm